

Varazdin Development and Entrepreneurship Agency and University North
in cooperation with:
Faculty of Management University of Warsaw
Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat
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Economic and Social Development

81st International Scientific Conference on Economic and Social Development –
"Green Economy & Sustainable Development"

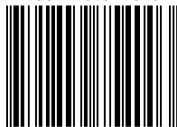
Book of Abstracts

Editors:

Zoltan Baracskai, Ivana Bujan Katanec, Tomislav Hublin



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Cakovec, 06-07 May, 2022

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CONTENTS

PROJECT MANAGER’S SOCIAL RESPONSIBILITY: ENSURING WORK-LIFE BALANCE AND EQUAL OPPORTUNITY IN PROJECT TEAMS	1
Stella Hrvatin, Ana Markuz, Ivana Miklosevic	
FASHION INDUSTRY UNDER THE INFLUENCE OF GREEN ECONOMY	3
Zahid Farrux Mamedov, Lala Mammadova, Ulker Bayramova	
THE CASH CONVERSION CYCLE: A SYSTEMATIC LITERATURE REVIEW.....	4
Heba Zaher, Gilberto Marquez Illescas	
THE IMPACT OF PUBLIC INVESTMENTS ON THE ECONOMIC GROWTH OF ALBANIA	5
Ismet Voka, Filipos Ruxho	
ASSESSMENT OF THE PERFORMANCE OF THE MANUFACTURING INDUSTRY IN SERBIA BASED ON THE CODAS METHOD	6
Radojko Lukic, Blazenka Hadrovic Zekic	
GREEN CITIES, THE INTERNET OF THINGS AS A PREREQUISITE FOR SUSTAINABILITY	7
Jarmila Vidova	
THE IMPACT OF INFLATION ON RESTAURANT PRICES IN CROATIA IN THE TOURIST SEASON 2022	9
Toni Miljak, Luka Perman, Ines Lozic	
ECOLOGICAL, ECONOMIC AND SOCIAL ASPECTS OF TEXTILE DYES.....	10
Marijana Tkalec, Ana Sutlovic, Martinia Ira Glogar	
STRUCTURE OF THE INVESTMENT PORTFOLIO IN INSURANCE COMPANIES	11
Maja Susac	
THE IMPORTANCE OF DECISION MAKING PROCESS IN THE PUBLIC SECTOR OF KOSOVO	13
Sejdi Xhemaili, Filipos Ruxho	

**THE CONCEPT OF SUSTAINABLE DEVELOPMENT ON THE
EXAMPLE OF SGC "ATON" NEDELIŠĆE 14**
Nikola Gavez, Nevenka Breslauer, Vlatko Breslauer

**ECOLOGICAL SUSTAINABILITY OF DIGITAL TEXTILE
PRINTING..... 16**
Marijana Tkalec, Martinia Ira Glogar, Ana Sutlovic

**ADVANTAGES OF THE CIRCULAR ECONOMY FOR
SUSTAINABLE DEVELOPMENT OF SMALL AND MEDIUM
ENTERPRISE 17**
Valentina Vinsalek Stipic, Tihana Stimac

**QUALITY COSTS IN SOME EUROPEAN BOUTIQUE HOTELS - A
CASE STUDY OF CRACOW AND ZAGREB 18**
Mladen Rajko, Krzysztof Sala, Wojciech Sadkowski

**IMPORTANCE OF THE ENGLISH LANGUAGE FOR TOURISM
PROMOTION IN THE CROATIAN CONTEXT 20**
Marija Miscanuck, Nelica Francki-Novak

**AUDIT COMMITTEE AS AN IMPORTANT CORPORATE
GOVERNANCE MECHANISM IN STATE-OWNED ENTERPRISES
IN THE REPUBLIC OF CROATIA 21**
Davor Filipovic

**DIGITIZATION OF CULTURAL HERITAGE-LIBRARY IN THE
FUNCTION OF MICROECONOMIC 22**
Tomislav Mrcela, Kresimir Buntak, Tamara Zadravec

**SATISFACTION WITH THE QUALITY OF LIFE IN A HOME FOR
THE ELDERLY DURING THE PANDEMIC COVID-19 24**
Valentina Vinsalek Stipic, Andela Sisak, Marina Baic

**HUMUS: THE FORGOTEN ANSWER TO CLIMATE PROTECTION
AND SUSTAINABLE FARMING 25**
Tanja Bagar, Silvija Zeman

**THE PREVALENCE OF CONTENT RELATED TO THE
SUSTAINABLE DEVELOPMENT OF SOCIETY IN LIFESTYLE
MAGAZINES IN THE REPUBLIC OF CROATIA 27**
Ivona Culo

**INQUIRY INTO CONNECTION BETWEEN CROATIAN
EMIGRATION AND INTENTIONS TO START BUSINESS..... 28**

Barbara Milicevic, Kristina Detelj

**PROTECTION OF THE RIGHT TO TRIAL WITHIN A
REASONABLE TIME IN THE ADMINISTRATIVE DISPUTE IN THE
REPUBLIC OF NORTH MACEDONIA 29**

Ivana Shumanovska-Spasovska

**THE INTERDEPENDENCE BETWEEN EXPATRIATE
MANAGERIAL PARADOXES, IDENTITY AND INNOVATION AND
KNOWLEDGE TRANSFER PERFORMANCE 30**

Jasenko Ljubica

PROJECT MANAGER'S SOCIAL RESPONSIBILITY: ENSURING WORK-LIFE BALANCE AND EQUAL OPPORTUNITY IN PROJECT TEAMS

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ABSTRACT

In order for project management field to become more sustainable, project managers need to start paying more attention to well-being of team members. Strict deadlines, work overload and work-related stress can lead to poor work-life balance and prevent some social groups from job advancement leading to weakened well-being and poor performance. This study intends to explore interventions employed in project setting with the aim of establishing good work-life balance and ensuring equal opportunity for team members. Specifically, study looks into project manager's practices and behaviors in order to understand his or her role in achieving sustainable workplace for project team. In order to fulfill the objectives of the paper, literature review was conducted. Findings show that in order to improve good work-life balance and ensure equality, project managers need to first and foremost tackle the "long hours" culture of project management that equals presenteeism to commitment and good results. Secondly, research shows that team members are highly appreciative of work-life interventions like longer weekends, educations and longer pauses after intense

periods but the crucial factor in success of such initiatives is the support from project managers who need to be flexible and establish good work-life balance themselves to prove that such behavior is acceptable. Thirdly, project managers need to ensure transparency and fairness in decision-making regarding project appointments and ensure that opportunities are not filtered through the image of ideal project worker that still appears to be "young man fully dedicated to his job". Study concludes that satisfying team members' needs for good work-life balance and equality is both socially responsible and leads to greater project success.

Keywords: *Equal opportunity, Project teams, Social sustainability, Sustainable project management, Work-life balance*

FASHION INDUSTRY UNDER THE INFLUENCE OF GREEN ECONOMY

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ABSTRACT

This article examines the problem of the impact of the environmental issue on the fashion industry and how premium and mass-market brands are responding to this problem. The relevance of the study is due to the fact that designers have been facing a non-trivial task for more than a decade - to create products and services that are both aesthetic, focused on human needs and environmentally friendly. The direction of sustainable design has been formed - an approach to designing products, environments and services that takes into account the principles of environmental, social and economic sustainability. Mass-market and luxury brands in pursuit of consumer attention are forced to respond to changes in the industry. These changes affect the transformation in the production process, its transition to more environmentally friendly and sustainable chains. The article presents an overview of scientific sources on

environmental responsibility and the fashion industry, which made it possible to characterize the current state of research on the topic. The directions of the negative impact of the fashion industry on nature and the environment are revealed.

Keywords: *Fashion industry, ecology, green economy, design, Brands*

THE CASH CONVERSION CYCLE: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

The cash conversion cycle (CCC) reflects the time it takes a firm to transfer its cash outflow from purchases to cash inflow from sales, and it is an indicator of a firms' efficiency in managing its operations to generate cash. The purpose of this paper is to provide a comprehensive review of the business literature exploring the determinants of the CCC, its effect (i.e., direct and indirect) on firms' value and performance. To do this, we conducted an analysis of papers published in journals classified as either 3, 4, or 4 according to the Association of Business Schools (ABS) journal guide. Regarding the internal factors, previous studies found that some firm-level factors such as the geographic dispersion of sales network, seasonality, the existence of directors from related industries in the firm's board of directors, the existence of a chief supply chain officer in the management team, executives' characteristics (such as age), and different*

financial characteristics (e.g., fixed assets, cash, cash flow, cost structure, leverage, financial constraints, growth, or profitability), are likely to determine the cash conversion cycle. Regarding the external factors, previous studies found different determinants such as the, bullwhip effect, legal systems, the development of capital markets, and economic uncertainty. Further analysis reveals that the effects of CCC on a firm's performance and profitability are contradicting among studies, and these effects are influenced by several factors such as the financial constraints of supply chain partners and firm size. This study could help both academics and practitioners interested in this topic, and provide a guide for future research to cover the gaps in previous literature.

Keywords: *Cash conversion cycle (CCC), literature review, determinants, value, performance*

THE IMPACT OF PUBLIC INVESTMENTS ON THE ECONOMIC GROWTH OF ALBANIA

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ABSTRACT

This study aims to assess the effect that public investments has on economic growth in the case of Albania. The main variables that are considered are fixed capital formation or investment which is defined as the purchase and production of assets as well as the final expenditures of government consumption which in a way

represent the size of government. To verify the impact that the variables have on economic growth, we have chosen the simple regression analysis. The period for which data were collected is the period 1991 – 2020. The dependent variable is economic growth, as the study aims to test the effect that a number of independent variables (mainly government spending) have on this variable. The independent variables in this study are: Gross Fixed Capital Formation (GFCF); General Government Final Consumption (GGFC); The results confirm a significant relationship between public investment and economic growth. Fixed capital formation has a positive relationship with economic growth. Regarding the relationship between the final expenditures of government consumption, the study confirms an inverse relationship.

Keywords: *economic growth, public investment, fixed capital, government consumption*

ASSESSMENT OF THE PERFORMANCE OF THE MANUFACTURING INDUSTRY IN SERBIA BASED ON THE CODAS METHOD

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ABSTRACT

Over the recent years, multi-criteria decision-making has been increasingly used to measure the performance (i.e. efficiency) of companies across different sectors. With this in mind, the paper

analyses the efficiency of Serbian manufacturing industry using the CODAS method. Adequate measures are proposed to improve the performance of the manufacturing sector in Serbia in the future. The obtained results of empirical research, using the CODAS method, show that, in the observed period, the efficiency of Serbian manufacturing industry was improving year on year. The highest efficiency was achieved in 2019. This was positively influenced by numerous macro and micro factors, such as the rising number of international companies setting up in Serbia that use new technologies and business methods (for example, the Kaizen concept) as well as the digitalisation of business processes.

Keywords: *CODAS method, determinants, manufacturing industry in Serbia, performance/efficiency*

GREEN CITIES, THE INTERNET OF THINGS AS A PREREQUISITE FOR SUSTAINABILITY

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ABSTRACT

Human civilization has been able to continuously improve and move its functioning forward as it develops. Man, as an essential component of this system, has always been able to adapt and adapt to the new conditions that influenced him. The digital revolution has changed the lives of millions of people. The Internet and digital devices provide access to many services and make everyday life easier while leading to direct energy savings. Internet of things is gradually coming to the attention of the public, and in today's world, the company needs to constantly find innovations to achieve success in the market with its product or

service. Internet of Things is a network of physical devices such as personal health monitors, smart appliances, and autonomous transport systems that are built into digital technologies that allow devices to communicate with each other by collecting and communicating data. They have the potential to introduce intelligent electric screens in smart homes or smart cities. It is one of the technologies that is being introduced precisely in the context of the green economy. In the paper, we will focus on the use of the Internet of Things in connection with building green cities. Currently, around 70% of the population lives in the city, and the consequences of climate change affect them more than rural areas. By 2050, this is projected to be around 78%, and it is therefore essential that emerging urbanism focuses on preventing negative climate change and uses innovation to reduce energy consumption in buildings or smart transportation systems.

Keywords: *Digital technologies, Green cities, Innovation, Internet of things, Smart cities, Sustainability*

THE IMPACT OF INFLATION ON RESTAURANT PRICES IN CROATIA IN THE TOURIST SEASON 2022

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ABSTRACT

Inflation, ie the process of increasing prices in the country where money loses its value, results in changes in costs, consumption, production, investment, savings and budget. During 2021, and especially at the beginning of 2022, prices at the level of the European Union began to rise sharply. There are many causes of this growth. First of all, these are the increase in energy prices and the synergy effect on other activities. EU member states are trying in various ways to curb rising prices to help maintain citizens' standards. In order to reduce the effect of chain price increases, the Republic of Croatia adopted amendments to the Value Added Tax Law which reduced VAT rates on gas as energy and food. In addition, the authors of the paper conducted research on restaurants in the Republic of Croatia and their preparations for the upcoming tourist season. The aim of this paper is to investigate whether these measures to reduce the VAT rate will affect the formation of prices in restaurants and what financial results are expected by caterers at the end of the season.

Keywords: *financial result, inflation, price calculation, tax reform*

ECOLOGICAL, ECONOMIC AND SOCIAL ASPECTS OF TEXTILE DYES

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ABSTRACT

The modern textile industry is facing the challenges of simultaneously integrating economic, political and social influences, culture, society, environment, environmentally friendly technologies and sustainable materials. The textile industry, despite its undeniable importance, is one of the anthropogenic activities that uses large amounts of dyes and pigments including enormous consumption of (drinking) water, fuels and chemicals, which often pollutes surface water bodies. The presence of different types of dyes and pigments used in finishing processes such as dyeing and printing can cause significant changes in the ecosystem. Nowadays, thanks to increased public awareness of environmental safety and health care, benign, non-toxic and sustainable products from biological resources are becoming increasingly popular in various spheres of life. Sustainability triad contains environmental sustainability, economic sustainability, and social sustainability; it is frequently characterized as "addressing the necessities of today without trading off the ability of future eras to meet their individual prerequisites". This paper reviews the ecological, economic and social aspects of textile dyes with an emphasis on sustainability. Sustainability indicators from the economic aspect consist of

economic performance, indirect economic impacts and the world market. Indicators of industrial sustainability in the context of ecology can be seen from the aspect of resource use, pollution caused and human behavior activities. Social indicators of the sustainability of natural dyes in the textile industry relate to adequate working conditions, equal opportunities, consumer health and safety, and human rights. In the context of economics, this article compares natural and synthetic dyes, in the context of environmental aspects enormous environmental pollutants and wastewater problems are discussed, and social aspects include issues related to human rights, adequate working conditions and (illegal) child labour in industries.

Keywords: *Sustainability, Synthetic and natural dyes, Textile industry, Textile wastewater*

STRUCTURE OF THE INVESTMENT PORTFOLIO IN INSURANCE COMPANIES

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ABSTRACT

The significance of the investment and the creation of the investment portfolio origins from the nature of insurance business. Investment of insurance companies is the most important asset item and investment portfolio is created by collecting of funds from insurance contracts. When structuring investment portfolio, it is important to assure optimal balance of return and risk and base it on the principals of security, liquidity, profitability, and stability. The main goal of an insurance company is to create stable investment portfolio that by its volume, structure and quality will assure enough funds to cover

risks from insurance business. Based on the risk assessment of investment, portfolio placements can be considered as high-risk placements, medium risk placements and low risk placements. Insurance companies invest in properties and rights, securities and shares, loans, deposits in banks and banks current accounts or cash, all in accordance with regulatory limits for capital and risk reserves (life and non- life insurance risk reserves). Regulatory environment of insurance companies sets limitation for investments and in that way defines investment portfolio. Development of real estate, capital and financial market also has significant role in the creation of the investment portfolio of insurance companies. This paper will research structure of investment portfolios in insurance companies in Bosnia and Herzegovina, Croatia, Slovenia and Serbia as well as regulatory requirements regarding investments that must be met by the insurance companies in those markets in order to comply with Solvency regime in force.

Keywords: *insurance company, insurance market, investment portfolio, Solvency I, Solvency II*

THE IMPORTANCE OF DECISION MAKING PROCESS IN THE PUBLIC SECTOR OF KOSOVO

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ABSTRACT

Decision making is characterized by quick actions of managers and their organizers. In this sense, the form of decision-making is related to the implementation of the policy as a result of the dynamic functioning in the existing conditions for its creation. Managing an organization is a very sensitive issue which involves many aspects. The most important aspect of good management is to do the things that are needed and in the right places in order to achieve a high effectiveness desired by all management staff. To achieve this, a good manager must possess the ability to visualize the future development of the sector for which he is in charge. Motivation, proper staff management, setting goals to be achieved and proper rewarding of people are things that need to be implemented. Decision-making in the public administration of Kosovo is a very debated topic and sometimes a little understood and confusing on the vocabulary. Sometimes strategic planning, policy development and decision making are applied in a discriminatory, unchanging way and in the absence of consensus in the decision. It is generally accepted that the decision involves a choice between alternative course of action. The way a decision is made depends on whether strategic, tactical, operational or routine decisions need to be made. Routine and operational decisions are usually individual, while strategic and tactical

decisions are often made in groups. Based on this, problems appear mainly in individual decisions, while the most complex decisions are solved mainly through group decision making. Given the complex work in public administration as well as the practices applied in many countries, including Kosovo, the decision-making process depends on: the type of decision to be made, the knowledge and skills of the decision-maker, the time available for making a decision, and the type and process of making a decision. This topic will be discussed in more depth on the aspects mentioned above during the presentation of the survey results with 610 public administration employees of Kosovo.

Keywords: *Public sector, human resource management, good management*

THE CONCEPT OF SUSTAINABLE DEVELOPMENT ON THE EXAMPLE OF SGC "ATON" NEDELIŠĆE

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ABSTRACT

The primary area of interest of this paper are the characteristics of sports tourists and the motives for their arrival at The Sports and gymnastics center "ATON" Nedelišće. Let us interpret sports tourists as tourists who choose sports as motives for their arrival,

sports and recreational facilities, preparations, and competitions. In the Municipality of Nedelišće in Međimurje, there is one of the top sports complexes in Croatia - "SGC ATON". The word exists is one of the hypotheses that is in this paper, from the point of view of the sustainability of the sports center itself. The sports and gymnastics center "ATON" consists of a gymnasium, a multifunctional sports hall with a fixed and an auxiliary auditorium, a ballet hall, a fitness center, a wellness room, a catering part, a locker room with ancillary rooms, an office space in the podium and the hostel ATON, all of that served by 15 employees. The connection between tourism and sports is noted by many scientists, noting the unbreakable link between them from the very beginning. The connection lies in the motives of people to engage in sports and recreation during tourist trips. It is actually a person's constant desire to play, move, have fun, change the environment, and relax, while people can also eliminate the negative consequences of the modern lifestyle (stress). The sports and gymnastics center "ATON" is one of the most modern centers in the wider region and offers its customers a rich offer of sports and sports and recreational activities, while also organizing many sports competitions, such as: gymnastics at all levels (up to the European Championships), indoor soccer competitions from local to regional, local and state karate competitions, local and regional handball and volleyball tournaments. Furthermore, the center organizes cultural and artistic events and offers accommodation services, which favor domestic and foreign athletes coming to preparations, and above all, this applies to gymnasts. Sports tourists are the most frequent guests of The Sports and gymnastics center "ATON", and they come from the wider region. In this paper we will determine which areas most of them come from, and the reason for their arrival.

Keywords: ATON, sports infrastructure, sports tourism, sports tourist

ECOLOGICAL SUSTAINABILITY OF DIGITAL TEXTILE PRINTING

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ABSTRACT

In the modern times of excessive production and consumption of resources, meaning (textile) products, noting that the textile industry is one of the biggest polluter of the environment, the printing industry attaches great importance to environmental protection and eco-design. The need for speed in the production of textile (and other) products surely has certain consequences for the economy, ecology and society, as well as for human health, given the harmful by-products that inevitably arise from the textile industry. In the field of textile printing technology, in order to adapt the production method to certain requirements, digital printing is considered one of the most environmentally friendly techniques due to low cost, high precision and speed and low consumption of water, energy and chemicals. Nevertheless, digital printing also has certain advantages and disadvantages over traditional techniques. For example, compared to screen printing, more dye, energy and water consuming, digital printing needs fabric pretreatment, which in turn requires raw materials and energy and causes environmental impacts. Digital printing is better for small batches also because of the flexibility of the system and fewer amounts of production waste etc. In addition to the chosen technique, in the context of economy, the choice of

fabric type for printing is of great importance. By choosing an environmentally friendly base material, environmental impacts of printed products can be reduced. This paper reviews digital printing technology in the context of environmental sustainability, with an emphasis on analyzing its advantages and disadvantages over traditional printing techniques. The paper analyzes the ecological aspects of the types of pretreatments and dyes, ie the optimal choice of the same with the aim of advancing the technique of digital printing and high quality ecological textiles production.

Keywords: *Digital printing, Dyes, Ecological aspects of printing, Sustainability, Pigments, Screen printing*

ADVANTAGES OF THE CIRCULAR ECONOMY FOR SUSTAINABLE DEVELOPMENT OF SMALL AND MEDIUM ENTERPRISE

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ABSTRACT

The concepts of circular economy and sustainability are considered necessary to solve many existing global, environmental and social problems of the modern business world for the development and sustainability of the living community. Since the industrial revolution, the model of linear economy has been known, which has become unsustainable due to the generation of large amounts of waste, and therefore a new model of modern economy, the circular economy, has emerged. The

basic ideas of the circular economy are waste elimination, respect for the social, economic and natural environment and conscientious management of business organizations. By applying these principles, the circular economy has proven to be efficient and useful for sustainability, for solving the economic, environmental and social challenges of the modern business world. The circular economy model represents an opportunity for the development of small and medium enterprises that leads to sustainable development and economic progress.

Keywords: *Circular economy, sustainable development, sustainable economic development*

QUALITY COSTS IN SOME EUROPEAN BOUTIQUE HOTELS - A CASE STUDY OF CRACOW AND ZAGREB

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ABSTRACT

The aim of the article is to diagnose the problem of quality costs in boutique hotels in specific times of the global Covid-19 pandemic. For the correct implementation of the research

objectives, the example of boutique hotels in selected resorts in Poland and Croatia was used.

The following research methods were used to achieve the objectives of the publication. In the theoretical part - an analysis of the boutique hotel literature and a comparative analysis. The authors used a questionnaire to verify the hypotheses. A representative group of boutique hotels from both cities participated in the survey. Research results indicate that the Covid-19 pandemic has had a noticeable impact on the cost of quality in boutique hotels in Krakow and Zagreb. The issue of quality costs in boutique hospitality is raised by organizations operating in this industry on the Polish and Croatian markets. The Covid-19 pandemic affected both the quality of hotel services and the level of costs incurred (including quality costs). Quality costs are significant for the operation of hotels in Poland and Croatia. Future research should focus on expanding the group of analyzed entities to include hotels from other European countries. The authors presented creative research on the specificity of quality costs in an international perspective. Comparing the cost of quality in boutique hospitality in two different tourism markets yields interesting research results.

Keywords: *hospitality, global pandemic, quality costs, services, historical monument*

IMPORTANCE OF THE ENGLISH LANGUAGE FOR TOURISM PROMOTION IN THE CROATIAN CONTEXT

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ABSTRACT

Tourism, as the sum of the phenomena, interactions and relationships between tourists and hosts, depends on their mutual communication. This communication, verbal and non-verbal, takes place in many different ways. The most important one is by language, written and oral. The knowledge of foreign languages, especially the English language, is considered to be a competitive advantage in all branches of the economy, and this particularly applies to tourism. Promotion, accompanied by good marketing communication plays a significant role in successful development and advancement of tourism. Just as there is no tourism evolution without promotion, there is no promotion without communication. The knowledge of foreign languages, especially the English language, is considered to be a competitive advantage in all branches of the economy, and this particularly applies to tourism. By the number of people who speak this language, it is the third in the world, probably the most popular foreign language taught all over the world. Croatian public and media space, as well as the field of economy and tourism are filled with an increasing number of English words that, due to new technologies and the western industry, entertainment and fun, but sometimes also just faddishness, are dominating in the domicile language. A large number of English expressions influence everyday speech and many Anglicisms which are infiltrated into the Croatian language slowly replace domestic words. The

results of the research conducted proved the hypothesis that in all parts of the tourism sector the use of English terms prevails in relation to their Croatian equivalents. The further trend of arrival of the English language is expected to be even more intensive. There are many reasons for that: further development of technology, the growing influence of Anglo-American culture and competence of both young and older people in the English language.

Keywords: *communication, English language, foreign languages, promotion, tourism*

AUDIT COMMITTEE AS AN IMPORTANT CORPORATE GOVERNANCE MECHANISM IN STATE-OWNED ENTERPRISES IN THE REPUBLIC OF CROATIA

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ABSTRACT

Corporate governance structures – management board, supervisory board and general shareholders assembly are the most important segment of the corporate governance system. This applies to all companies, including state-owned ones, which have a special meaning for each country, including the Republic of Croatia. State-owned enterprises are, as a rule, one of the generators of economic growth and development of any society. Therefore, the management structures have a special responsibility to manage all business entities in the best possible way, including state-owned enterprises. Thus the role of the supervisory board is irreplaceable, as is the irreplaceable role of all the committees established by the supervisory board. Among

these committees, increasing attention is directed to the audit committee as a supervisory mechanism. This paper aims to elaborate the role of the audit committee as a mechanism of corporate governance in those companies that are owned by the Republic of Croatia.

Keywords: *audit committee, corporate governance, state-owned enterprise*

DIGITIZATION OF CULTURAL HERITAGE- LIBRARY IN THE FUNCTION OF MICROECONOMIC

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ABSTRACT

Archive, library and museum material content and form are elements of identity, authenticity, tradition, continuity, uniqueness and authenticity, which determine them as national cultural heritage. This material also has a great information potential – the history and development of certain areas, localities, institutions and continuous activities over centuries can be traced back through the preserved material and the user can explore the past of the homeland locality. The cultural heritage of Vukovar is a reflection of the past that we see in the

present and we are obliged to preserve it for future generations. Franciscan monasteries and libraries have managed to preserve the rich cultural heritage in spite of fires, war conflicts and devastation. Monastery libraries contain rare and old materials. Library materials are kept carefully in monastery libraries and are important for the future of Croatian culture and preservation of the Croatian written heritage. Physical preservation of the collection, as the history of collection has shown, depends on human engagement and conditions in which the collection is kept. As much as the humans protect it, at the same time, they destroy it by using it. Today's technology enables permanent preservation of materials in collections through the process of digitization. Digitization, once completed, enables using the materials in the collection infinitely without any risks to do harm to valuable units in the collection. At the same time, it enables finding information easily and is an inexhaustible source of knowledge of immeasurable historic value for the future generations. Taking all of the above said into account, we can conclude that cultural heritage digitization of the Franciscan monastery in Vukovar is a priority which will lead to completely different microeconomic characteristics of Vukovar and eventually be a Croatia's cultural step towards European digital area.

Keywords: *digitization, cultural heritage, monastery library, Franciscan monastery, management*

SATISFACTION WITH THE QUALITY OF LIFE IN A HOME FOR THE ELDERLY DURING THE PANDEMIC COVID-19

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ABSTRACT

The appearance of the SARS-CoV-2 virus caused a pandemic that had a huge impact on life, but also brought about changes in the lifestyle of all the inhabitants of the planet Earth. The pandemic particularly affected the elderly population living in homes for the elderly and infirm. This has caused a number of problems and misfortunes that have been tried to overcome in the best possible way for users of nursing home services. Therefore, there is a need to research satisfaction with the quality of life of home users for the elderly and infirm during the pandemic COVID-19. The research was conducted by empirical testing on a sample of 102 elderly respondents who use home accommodation services for the elderly and infirm. The aim of the research is to find out whether the users of services in the home for the elderly and infirm are satisfied with the quality of life during the pandemic COVID-19. The tasks of the research are to acquire knowledge about satisfaction with instructions and information during a pandemic, feelings of tension, nervousness, fear, depression and sadness due to separation (isolation) from their loved ones.

Research on the quality of life of home users for the elderly and infirm during the pandemic showed that respondents are satisfied with the quality of life, have no strong sense of fear, are satisfied with epidemiological guidelines, but not measures because they show extreme dissatisfaction, isolation and inability to visit loved ones. In general, it can be concluded that users of homes for the elderly and infirm are satisfied with the quality of life, but as respondents seem to be a very vulnerable group in society, their quality of life should be frequently checked and improved in every way.

Keywords: *Satisfaction with quality of life, home for the elderly and infirm, pandemic COVID-19*

HUMUS: THE FORGOTTEN ANSWER TO CLIMATE PROTECTION AND SUSTAINABLE FARMING

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ABSTRACT

Until recently organic waste was viewed as something we must get rid of at the lowest possible cost. Now slowly the paradigm is shifting and the value and potential of organic matter is being recognised. Organic waste can be composted and with some knowledge a humus rich soil can be produced. Since soil can store twice as much carbon as is present in the air, the soil is a very

important reservoir of carbon. By fixing carbon from organic waste in a stable form and introducing it back to the land, we can bring a huge contribution in reducing CO₂ burden. Archaeologists have found very fertile and stable humus soils in certain areas of Amazonia and if we lead the composting process in the direction to form stable and rich soil, we can offer a possibility of organic fertilisers that have shown an enormous advantage over mineral fertilizers. Researchers have found ways to influence composting processes to enhance production of extremely fertile soil in composition similar to terra preta found in Amazonia. The Green mine we have so far followed standard procedures of composting, but we plan to implement results of terra preta research terra in the process of composting. Research has shown that the presence of mineral flour and charcoal essential in the formation of extremely fertile and sustainable soil. Mineral flour offers micronutrients along with other ingredients forms fertile soil composites. Charcoal provides an extremely large surface for the formation of new habitats for microorganisms and thus allows propagation of beneficial microbes that are essential for the formation of fertile soil. We see the future of composting as a unique opportunity to create sustainable fertile soil that will enrich and renew by now exhausted fields and at the same time fix carbon from the air and contribute to climate protection.

Keywords: carbon humus, terra preta

THE PREVALENCE OF CONTENT RELATED TO THE SUSTAINABLE DEVELOPMENT OF SOCIETY IN LIFESTYLE MAGAZINES IN THE REPUBLIC OF CROATIA

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ABSTRACT

The enormous transformation and digitalization of the media we have witnessed in the last ten or more years have redefined its social role, but also the way in which users today perceive and consume the media. These changes also affected lifestyle magazines. However, scholars or media experts do not focus on lifestyle magazines when it comes to social responsibility and the role of the media, which should not be the case given the scope of their reach and readability. Furthermore, there is the problem of the negative perception of lifestyle journalism as a relevant medium in the field of sustainable development of society and the continuous decline in their print circulation. Having this in mind, the aim of this paper is to determine the amount of content related to the sustainable development of society in lifestyle magazines. The research is conducted through a quantitative method - content analysis of relevant lifestyle magazines. The presence of topics related to sustainable development of society in lifestyle magazines is measured by comparative analysis of media content in the 10 lifestyle magazines with the highest circulation. The analysis will examine the prevalence of topics from the 17 global goals of sustainable development established in the UN Agenda 2030 for Sustainable Development. This research provides original scholarly results which can contribute to a better understanding of lifestyle magazines in the context of topics related to sustainable development of society as key determinants for the development of a democratic society.

Keywords: *lifestyle magazine, media, sustainability, journalism*

INQUIRY INTO CONNECTION BETWEEN CROATIAN EMIGRATION AND INTENTIONS TO START BUSINESS

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ABSTRACT

In this paper the authors explore why Croatian emigration occurs in such numbers and why is it preferred over starting your own business and making a desired life in Croatia. At the beginning the authors presented the entrepreneurship demographics and trends, as well as the Croatian emigration trends in last two decades. This was a foundation to construct survey in two parts for two different types of respondents: the first part included a survey of people who emigrated from the Republic of Croatia to get a closer insight into why people prefer to move out than to start their own business; the second part included a current students survey to see their plans for emigration and potential entry into entrepreneurship when they finish their studies. The results show that Croatian emigrants and students look for a better job, more organized state and that they do not want to start their own business in Croatia mostly because of lack of knowledge and financial resources.

Keywords: *emigration, starting business, business closure, motivation for entrepreneurship, entrepreneurial obstacles, entrepreneurial support*

PROTECTION OF THE RIGHT TO TRIAL WITHIN A REASONABLE TIME IN THE ADMINISTRATIVE DISPUTE IN THE REPUBLIC OF NORTH MACEDONIA

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ABSTRACT

The subject of this research is the conceptual determination of the right to a trial within a reasonable time, the positive legal regulation of this principle in the Republic of North Macedonia, the procedure for exercising protection of the right to a trial within a reasonable time, as well as the factors influencing the trial within a reasonable time. The purpose of the research is to analyze the manner of achieving protection of the right to trial within a reasonable time in administrative dispute, as well as to present the innovations in administrative legislation that should directly affect the strengthening of efficiency in the operation of public bodies and administrative courts that decide on the rights, obligations and legal interests of individuals and legal entities. In order to achieve the set goal in this paper, a positive legal analysis of the regulations governing this right will be performed, as well as analysis of empirical data from the actions of the competent courts in achieving judicial protection of this right, but only for cases in the field of administrative matter.

Keywords: *trial within a reasonable time, administrative procedure, administrative dispute, efficiency, judicial protection*

THE INTERDEPENDENCE BETWEEN EXPATRIATE MANAGERIAL PARADOXES, IDENTITY AND INNOVATION AND KNOWLEDGE TRANSFER PERFORMANCE

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ABSTRACT

The purpose of this study is to investigate and determine the specific mechanism of interdependence between two factors affecting expatriate managerial innovation and knowledge transfer performance: managerial identity and sustainable mediation paradox resolution. Managerial identity is operationalized through four identity profiles which represent various modalities of expatriate resistance or of openness to the ambient cultural milieu (host or home culture). The mediation paradox depicts a job – related role conflict in the form of contradictory expectations from the host culture and home culture. Grounding in the theory of social identity and the theory of reasoned action, I develop hypotheses arguing that expatriate managerial perceived mediation paradox tension varies relative to the type of expatriate managerial cultural identity. I further argue that the relation between expatriate managerial mediation paradox tension and managerial creativity, innovation and knowledge transfer have curvilinear characteristics. With this study, I contribute to the paradox and international business literatures addressing both the importance and lack of research on cross-cultural paradoxes. Specifically, I contribute to the paradox literature that priority focused exclusively on the tension caused by a single (type of) paradox as well as to the expatriate literature that lacks insights in managerial cognition, behavior and performance in paradoxical settings. I also deliver methodological contributions.

Keywords: *expatriate managers, paradoxes, identity, knowledge transfer, innovation*

